



## 6<sup>th</sup> AGM - RECORDS GROWTH, SUCCESS

The Jamaica Pig Farmers Association (JPFA), entered its sixth year, with some solid successes and notable achievements, recording one of the highest growth rates in any one year, both in terms of numbers and the quality of its programmes. This was the word from outgoing President Annabel Williams, at the Annual General Meeting, held on Thursday, September 18, 2008 at the Golf View Hotel in Mandeville.

This success was attributed to the strong partnerships forged during the year, that propelled the industry into more formal operations, facilitating increased capacity, cooperation and collaboration. Several partners brought Greetings at the AGM....

Mrs. Brenda Cuthbert, General Manager, City of Kingston Co-op Credit Union, and guest speaker, said "Farmers need to look at the opportunity cost of using their own funds to grow their business, as against allowing their funds to work for them and then getting financing from reputable institutions". She stressed the importance of partnerships and said that as partners, financial institutions, shared the risks with farmers, and so farmers should not be afraid to discuss issues with their financial institutions.

Robert Best of The Caribbean Poultry Association and James Paul, President of the Caribbean Pork Association and Member of Parliament in Barbados said that farmers in the region shared common concerns, and urged the JPFA to continue its leadership role, using statistics to drive development of the industry. They said that CARICOM is looking at a Feed supply programme based on regionally grown grains. This would require a pooling of effort and resources within the region, to address the common problems and seek mutually beneficial solutions.



JPFA members turned out in numbers, for the AGM.

The Agricultural Support Service Programme (ASSP's) "Pig Industry Improvement Project" started in 2005, boosted local pig production in 2007, to the highest in 10 years," according to Mr. Hershell Brown of the ASSP. Established in 2001, The ASSP aims to increase the competitiveness of the agricultural sector, and focuses on non-traditional agriculture, including pig farming. Outgoing JPFA President, Annabel Williams, thanked the ASSP for pumping over J\$1M into the JPFA during the year, as counterpart funding for the PSDP Grant.

Mrs. Cynthia Currie, Representative of The InterAmerican Institute for Cooperation in Agriculture (IICA), stressed the importance of cooperation and partnership in the present global environment. She said that IICA's role was helping the JPFA to link with other groups in the value chain, to develop strategic alliances. For example, bringing together industry players, or linking the Culinary Federation of Jamaica, representing Chefs island-wide, with groups like the JPFA. IICA will therefore continue to organize meetings, or showcase products and services, as was done for Denbigh in August 2008.

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A section of the Head Table (r-l) Brenda Cuthbert (COK), Elenor Henry (JT&I-PSDP), J.C. Hutchinson (Min of State MOA), & Cynthia Currie (IICA) Annabel Williams.

## PSDP puts JPFA firmly on its feet

The Private Sector Development Programme (PSDP), ended officially in July 2008, having put the JPFA firmly on its feet and achieving most of the objectives set at the start of the programme. Funded by the European Union (EU) through the Planning Institute of Jamaica (PIOJ), the project aimed to build JPFA capacity and



Corcia Thompson, Cluster Facilitator, JPFA, Wynette Anderson, Programme Manager, PSDP, Delroy Marjya, Past President and Executive Member, JPFA, and Delanie Morgan, Executive Director, Trade and Business Development JTI, in discussion after signing of the MOU for the PSDP.

*(PSDP article continues on page 2)*



Dr. Keith Amiel, General Manager of Caribbean Broilers (CB), one of the JPFA's biggest supporters, defined CB's role as "Reframing and recreating the pig industry", with the essential elements of genetics, feeds and management,

to produce high quality pork". Dr. Keith Amiel, GM, Public Relations, CB Group has helped to change the quality of local genetic stock through its subsidiary Newport Genetics Ltd. ■

## PSDP puts JPFA firmly on its feet (CONTINUED FROM PAGE 1)

empower pig farmers to achieve increased productivity. This took the form of training for farmers in entrepreneurship and improved animal husbandry skills, to meet the JPFA's goal of strengthening its operations and enhancing the use of technology in pork production.

Technology to improve data collection and analysis. It also included a communication campaign to increase local pork consumption and hence sales, and increase membership in the association.

The project document was signed in May 2007, for two Grants totalling J\$12.8M. The first focused on Capacity Building i.e., developing a framework for implementing the project, setting up the Project Management Unit, and information and Communication

The second component was a Consortia Business Development System, aimed at extensive entrepreneurial training for JPFA members, through the project's Corporate Finance Broker Unit (CFBU). At the end of the project 19 Training Workshops had been done, and a standardized Manual on Farm Recordkeeping was completed, with over 900 copies circulated to farmers. Some 84 Gilts were purchased and used in 42 demonstration farms.



Mrs. Cynthia Currie, IICA



Another view of the audience.



Laurence Adamson, making a presentation to Delroy Manyà.

Under the PSDP, a project office was established and equipped with facilities to develop an electronic database for membership information. A Website was also developed and promotional material produced (brochure, flyers, radio jingle) to facilitate the ongoing marketing of pork and pork products. ■

## FARMER TO FARMER PROGRAMME ENDS... ON A HIGH NOTE

The Farmer to Farmer Programme also ended on a high note in July, with significant benefits to JPFA members. Dr. Morgan Morrow did updated Pig Champ Software training in February. While Butchery and Food Safety, workshops were conducted in May by Drs Aubrey Mendonca and Sandol Johnson; and Pig Waste Management by Mark Rice in July.



Industry meeting



(l-r) Howard Whyte (JPFA Exec), Maxine Brown (Livestock Officer RADA), Dr Osbil Watson (Chief Vet Officer MOA vet Dept), Delroy Manyà (Exec JPFA), Dave Lyn (MD CB Ltd), Henry Graham (Exec JPFA), George Williams (Exec JPFA), Matthew Lyn (CB Ltd), Dr. Keith Amiel at Nutramix is Corporate Affairs Manager.



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conducted training sessions at supermarkets and agricultural institutions across the island, as well as for pig farmers, butchers and meat processors. They also visited farms and meat processing plants in St. Elizabeth, Westmoreland, Manchester, St. Ann, and St. Catherine, to observe their procedures and update their staff.

The Pig Waste Management Specialist met with representatives of the Caribbean Broilers Group/Nugen Ltd., the Ministry of Agriculture, RADA in St. Thomas, and the Scientific Research Council (SRC), in addition to doing seminars in St. Mary, Manchester and St. Catherine.

The Farmer to Farmer programme is an international technical assistance programme started in 2003, financed by the USAID in Washington and implemented by Partners of the Americas, in collaboration with the Inter-American Institute for Cooperation in



Training Session under the programme.

Agriculture (IIICA). It facilitated technical assistance and the transfer of technologies in agriculture to developing countries, using volunteer experts from the USA. The programme brought about 45 volunteer experts to Jamaica to assist in such areas/groups as co-operatives, associations and training institutions. ■

## ANGELLA BARDOWELL is new JPFA President

She is soft-spoken, seemingly shy, always smiling, and at first glance, Angella Bardowell's gentle demeanor, almost appears to be a contradiction to the job. But speaking to her is another matter. You immediately sense a quiet determination and strong leadership qualities. Yes, the new president of the JPFA is not only equal to the task, but has a clear vision for the organization and how she will take it there.

As a member of the Executive Team for the past 3 years, she has been a part of the plans and the dreams for the Association. She sees her role as carrying on the legacy and ensuring the continued growth and development of the JPFA. "The JPFA is in a strong position now, and we are poised for great things, we just need to work together to ensure that "together we can achieve". Her dream is to see/have more pig farmers actively participating in the life of the Association and reaping the benefits.

One of the documents recently produced under the PSDP, is a Strategic Plan for 2009-12 and she is committed to implementing the plan. In fact, between



Angella Bardowell

January and March, she sought to get members' involvement by taking the plan to them in series of Regional Meetings. The dialogue and feedback have been taken on-board, and it is full steam ahead for the plan.

But for Mrs. Bardowell, the focus and her #1 priority is getting the "Pig Survey" done. "Without the survey, we are groping in the dark, she said. We are neither sure of numbers of farmers, nor the number of pigs being produced. This means that we cannot plan effectively, nor make decisions that will impact the

## JPFA EXECUTIVE 2008-9

Highlight of the AGM, was the election of officers for the new administrative year, as follows.

- President: Mrs. Angella Bardowell
- Immediate Past President: Ms. Annabel Williams
- 1<sup>st</sup> Vice President: Ivan Campbell
- 2<sup>nd</sup> Vice President: George Williams
- Secretary: Mrs. Herfa Johnson
- Treasurer: Henry Graham

Other Executive Members include:

- Delroy Manyá PRQ
- David Robb
- Howard Whyte
- Delroy Campbell
- Nardie Smith
- Curn Harding
- Kevin Kerloff
- Carlton Melead

wider population of pig farmers," she said. Another priority area that she plans to tackle is the cost of production. "Some farmers believe that the per pound price of pork is not in keeping with production costs. This has been a thorny issue for years, and it is one of the things we need to settle," she said.

"Creating and developing income generating activities for the Association, whether through new brands, or co-branding that could take our partnerships to a higher level, is another area of focus. For example, the idea of a Virtual Clearing House, is one that has been around for sometime, and we need to begin the process of putting things in place to make it happen. In addition, a Fundraising Committee has been set up, under the leadership of Delroy Manyá, to spearhead other activities," she said.

"Recently, Dr.Keith Amiel indicated that over the 2008 Christmas season, for the first time, the total demand for hams was **met from local producers and processed locally.**" This is a very positive development and one that augurs well for the future of pig farming in Jamaica, said the president. ■



The Big Feed



## NEWS... AND... UPCOMING EVENTS

- Jack Daniel Grill Off – May 24, Devon House
- Producers' Marketing Organization (PMO) Conference – June 25, Trelawny
- Denbigh 2009 – July 31-Aug.3

### FLASHBACK



Prime Minister Bruce Golding greets Project Manager, Cordia Thompson at JCDC's Culinary Arts Festival 2008.



RJR's Family Affair 2008, which was sponsored by Grace Foods.



Chefs at work in the IICA Booth at Denbigh 2008.



JPFA - part of the IICA Booth at Denbigh 2008.



The CB Booth was popular with patrons at JPFA's Pork Promotion at the Grog Shoppe, Devon House.

**FEEDBACK** - CONTINUE TO KEEP THE FEEDBACK COMING !

Send comments or questions to [jpfa@infochan.com](mailto:jpfa@infochan.com)  
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